

MID ATLANTIC CONCRETE EQUIPMENT CONCRETE ANSWERSSM

SPRING 2008



Boxley Materials: Quality from the Ground Up



This CON-E-CO Lo-Pro 427 beautifies the hills of Wyoming County, VA while making batches for Boxley.

Boxley is a class act. You can see that reflected in the face of William Wise Boxley, who founded the company in 1892, and whose principles of fairness and integrity are evident in the list of core beliefs displayed on the company's Web site today.

Established to construct railroad lines, Boxley set up headquarters in Roanoke, Virginia in 1906, opened its first quarry in 1908, and from the end of World War II up through the mid-1990s operated primarily as an aggregates business. In 1988, Ab Boxley III was named



William Wise Boxley

president at the age of 30, and continues to head the company today as president and CEO. In 1994, Boxley acquired Martinsville Ready Mix, and subsequently acquired other ready mix companies in West Virginia and Virginia.

"We were an aggregate company that diversified into block and concrete," says Larry Bullock, vice president, concrete.

"Over the last 14 years, we have expanded from one to eight ready mix plants in southwest Virginia and southern West Virginia." The company also has nine aggregate operations in addition to its block business.

continued on page 6

GREEN

IN THE CONCRETE WORLD

By Wendy Baird

GREEN. IT'S EVERYWHERE. And it's here to stay. "Green" is a topic all its own, but is also part of the larger corporate social responsibility (CSR) umbrella—broader societal concerns around the impact a company's activities have on customers, suppliers, the environment, employees, shareholders and communities in all aspects of their operations.

For the concrete industry, sustainable development, green building and carbon footprints are all now part of business as usual, and the pressure on businesses to engage in social responsibility, particularly in the green arena, is great.

Aside from the obvious plus of "doing better for the next generation," having green and CSR programs can be a significant brand differentiator and important to the bottom line. Your customers are demanding *continued on page 7*



President's Letter



After returning from CONEXPO, we expanded our office support staff, added a top environmental consultant to our partner list, and went to the movies.

“It’s a mess, ain’t it Sheriff?”
“If it ain’t it’ll do till a mess gets here.”
Those words are from *No Country for Old Men*, but they put me in mind of how the government is paying closer attention to the water that exits the properties of concrete producers. We recently had an eye-opening look into the future of environmental compliance and, as a result, are looking at how we can help our customers in this area. All forecasts point one way—it will get harder and harder for concrete producers to obtain permits for process water runoff.

Sure, environmental enforcement varies widely from state to state. But we know that more of our customers are looking for new ways to handle returned concrete in a manner that not only is acceptable under current rules, but that will prevent future liability as well. Unfortunately, not all reclaimer manufacturers have their facts straight.

What’s the most cost-effective way to deal with process water that doesn’t get you in hot water later? To decide—given all the different federal and state agencies involved in writing and enforcing environmental standards—you are going to need an expert who’s up to snuff in every state.

So we went looking for the top expert in the industry, and found him: Doug Ruhlin of Resource Management Associates, now added to our list of partners. If you get the chance to attend a seminar by Doug, don’t miss it. You’ll be amazed at what you didn’t know.

For example, what is the difference between process water and storm water runoff? When does stormwater become process water? Not knowing can cost you, because they are regulated in very different ways. We’re proud to have a consultant the caliber of Doug on board to help our customers comply without wasting money on the wrong solution.



Don't let escaped process water get you in hot water with regulatory authorities.

Also more or less in the same vein, we’re fortunate to have a guest column in this issue entitled “Green in the Concrete World” by Wendy Baird of Insight 180. Her company is a brand consulting and design firm that specializes in green marketing and corporate social responsibility. We all could use help getting on the right side of “green” in the eyes of our customers, and Wendy’s firm is highly experienced in that area.

OK, now to the iron. In March we attended CONEXPO-CON/AGG 2008 in Las Vegas and spent most of our time outside between the CON-E-CO Lo-Pro 427 and the CON-E-CO HRM-12 Horizontal Reversing Mixer. Balmy weather, strong attendance and

high interest in our products made this tri-annual show one to remember. We snapped a few pictures, which you can see on page eight of this issue.

Speaking of iron (or steel, for the literal-minded), don’t miss Ken Stadden’s article about the history of the Batchmaster 12, which was a clean-sheet design by Jim Horton back in 1988 for Garwin McNeilus. Now that CON-E-CO produces the Batchmaster, I defy anyone to find a better example of great design, refinement and high-quality execution.

Our staff head count rose by one last month (to eight) as we work to improve our internal systems. Becky Guhl is our new administrative assistant and customer relations manager. She’s great with details and a pleasant person to be around. Welcome, Becky.

Finally, I want to remind you to keep visiting maconcrete.com, because things are changing weekly. If you haven’t dipped a toe into the Internet with your own Web site yet, be sure to read this issue’s Marketing Mix column by Owen Blevins, entitled “Selling Concrete on the Internet.”

When you reach the back cover, take a minute to let us know what you thought of this issue. Email me at jrobinson@maconcrete.com with your comments, feedback and inquiries.

Jay

Jay Robinson
jrobinson@maconcrete.com
office/cell/fax 888-378-6210

CON-E-CO's Batchmaster: Portable, Practical, Proven

How the Batchmaster became the most popular concrete plant on the planet

By Ken Stadden

Over a thousand Batchmasters have been produced since the idea for a simple, mass-produced 12-yard concrete batch took shape in the mind of Jim Horton some twenty years ago. Horton, a talented engineer with an MBA who specialized in concrete plants while working for the Rex Chainbelt company, had just landed in the employ of one Garwin McNeilus.

McNeilus was eager to branch out from mixer trucks to concrete plants, and Horton was his secret weapon to break into the market. Not only did Horton have plant-design, sales and manufacturing experience, but as a college student he'd worked summers as a batch plant operator for a ready mix producer in Milwaukee.

So in 1988, Horton went to work for McNeilus at Dodge Center, Minn. "We started with a cornfield and a clean sheet of paper," recalls Horton.

A Daring Design

If the business plan was audacious, the design goals were more so. "First," says Horton, "we wanted to make a true 12-yard portable plant. A lot of the plants of the day had long skinny shallow batchers that required two batches to make a complete load. So one of our goals was to build a large batcher that could accommodate 12 yards when batching two materials."

Second, Horton wanted to do away with the many moving parts associated with conventional dial scale lever systems that plants typically used for weighing materials. "The Batchmaster 12 was a sea change in the way we looked at concrete plants and the weighing of materials," says Horton.

His replacement for mechanical scales consisted of three load cells (the magic number for even distribution of weight—

think of the principle of a three-legged stool), and further, they were "matched-output" load cells. By purchasing load cells that were guaranteed accurate to within tight tolerances, Horton could simplify the plant's design, doing away with a summing box to correct their output.

Simplicity

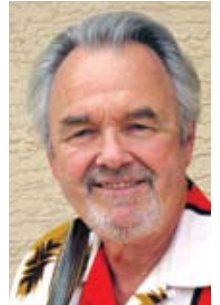
"The other thing I would mention about the Batchmaster 12 is its sheer simplicity," says Horton. The plant only had two low-amperage electric motors—one for the air compressor and one for the single conveyor (a cement aeration blower has since been added, bringing the motor count to three). The plant was designed for low maintenance as well with Delrin® bushings on the gates, the tough plastic that's used to replace rubber bushings in racing car suspensions. Horton says he knows of no bushing that has had to be replaced.

Neil Minnihan, who managed the plant division at McNeilus after Horton left (and is currently a CON-E-CO dealer), agrees. "Oh, yeah. The Delrin bushings last at least as long as the gate itself." Minnihan made several refinements during his years at McNeilus, including a split agg batcher for the decumulative version of the Batchmaster.

Also falling under the heading of "simplicity" would be economical transport. An entire Batchmaster concrete plant—including cement silo—arrives as one semitrailer hauled behind an ordinary highway tractor.

The Concrete Plant that Changed the Industry

Just as Henry Ford changed the way cars were built by standardizing design for mass production, McNeilus and Horton decided to change the way concrete plants



Jim Horton designed the groundbreaking Batchmaster in 1988.



Recipe for success: Take a new Batchmaster, paint logo on cement silo, set it on piers, add water, and make concrete. Repeat 1,000 times. Mixer truck, radial stacker, and materials extra.

DeFRANKLY SPEAKING



Joe DeFrank, our regional sales manager, brings years of concrete equipment experience to the job, so we asked him to share his knowledge with all our customers. Each installment of "DeFrankly Speaking" contains Joe's favorite money-saving tips and technical advice.

Ready Mix Trucks and their Effect on Plant Performance

We spend a lot of time talking about ready mix plant productivity, but your plant is only one factor in the overall performance of the operation.

Your truck fleet is critical to achieving and maintaining that rate of production. Prior to coming on board with my colleagues at Mid Atlantic, I worked for a sister company of CON-E-CO, McNeilus, selling mixer trucks. I was constantly asked by producers how to get the most efficiency out of their trucks so the plant would achieve its rated output. The following example may provide you with some insight. These figures are assuming a dry batch plant is being used.

Example

Part of your purchase decision when buying a plant is to determine how many yards per hour your operation will need. Let's assume that you wanted a plant that would produce 150 yards per hour, which equals a batch rate of 2.5 yards per minute. Using all the minutes in an eight-hour day, this is 1,200 yards. Let's be conservative and use a figure of 1,000 yards per day that must be hauled away by your fleet.

The typical mixer truck averages 4 loads per day, so our average mixer payload of 10 yards would be good for 40 yards per day. That calculates out to 25 trucks, but in the real world you may be able to get away with fewer. Many factors affect that calculation, including:

- Travel distances in your area
- Driver discipline
- Plant traffic flow
- Material and water storage capacities
- Length of workday
- Size and frequency of large jobs



With careful planning, you can make your fleet do its job more efficiently.

continued on page 8

PRODUCT SPOTLIGHT

Sensor Interface Module



Manufacturer:

Hydronix

Product Description:

Interface module that allows you to read your Hydronix moisture sensor's output by plugging a USB cable into your computer.

Why It's Cool:

Buy this module and you'll be able to read moisture levels with any Windows PC. It attaches to the RS485 output from the moisture sensor, and pours data into your PC through a USB cable. Also, it can supply power to the sensor if it's not already powered. Sensor calibration software comes on a CD but also is free to download from <http://www.hydronix.com/hydrocom.html>.

Unique Benefits: With this USB module, it's simple to check and calibrate your sensors using a laptop computer.

More info: www.maconcrete.com or call 888-378-6223



UltraFiber 500™



Manufacturer:

Buckeye
Product Description: Patented, alkali-resistant cellulose polymer fiber for concrete reinforcement.

Why It's Cool: How about adding over 700 million crack-fighting fibers to every pound of concrete? Just inject a measured quantity of UltraFiber 500 chips to your batch via the automated bulk dispenser, and stand back.

Unique Benefits:

Buckeye UltraFiber 500 results in fewer cracks than concrete without fiber, and short fibers produce a nicer finish.

It also prevents shrinkage cracking, unlike welded wire fabric. Fibers are hydrophilic, promoting complete cement hydration.

More info: www.maconcrete.com or call 888-378-6223



Pre-Heater Stack Economizer



Manufacturer: Infern-O-Therm

Product Description: Patent-pending economizer for water heaters bolts to the exhaust stack and circulates inlet water through a heat exchanger. This raises inlet water temperature while saving fuel and increasing water capacity. Sold with new Infern-O-Therm water heaters or as a retrofit kit for all direct contact heaters, including Pearson.

Why It's Cool: Lukewarm exhaust gases are good—it means the energy you paid for stays in the tank.

Unique Benefits: Improves water heater efficiency by capturing exhaust gas heat that would otherwise be wasted. In one test, inlet water temperature was raised from 50 to 82 degrees Fahrenheit at flow rate of 47 GPM. Stack temperature plummeted to an environmentally friendly 180 degrees. To calculate your potential savings, go to maconcrete.com/stackeconomizer.

More info: www.maconcrete.com or call 888-378-6223



Planetary Countercurrent Mixer



Manufacturer: Sicoma

Product Description: Advanced-design pan mixer.

Why It's Cool: Do you want it thoroughly mixed or really thoroughly mixed? Unlike your household blender, this mixer has gear-driven arms that cover the whole floor. Each arm sweeps its mixing paddle about an inch behind its previous path, with alternate arms covering the gaps.

Unique Benefits: Thorough mixing improves concrete quality without adding more expensive ingredients. Superior to twin-shaft and turbine mixers for production of dry-cast concrete.

More info:

www.maconcrete.com or call 888-378-6223



Selling Concrete on the Internet

By Owen Blevins



An interesting thing happened to me the other week that became the catalyst for this column. I was responding to an email inquiry about one of our products. The individual in question had neglected to include his phone number, so I did what 60 percent of Americans do every day. Instead of opening up the phone book, (which I didn't have for the state and city they were in anyway) I googled his company. To my disappointment, this sizable regional producer did not have a Web site. I looked for over ten minutes and finally found the company phone number via the online yellow pages.

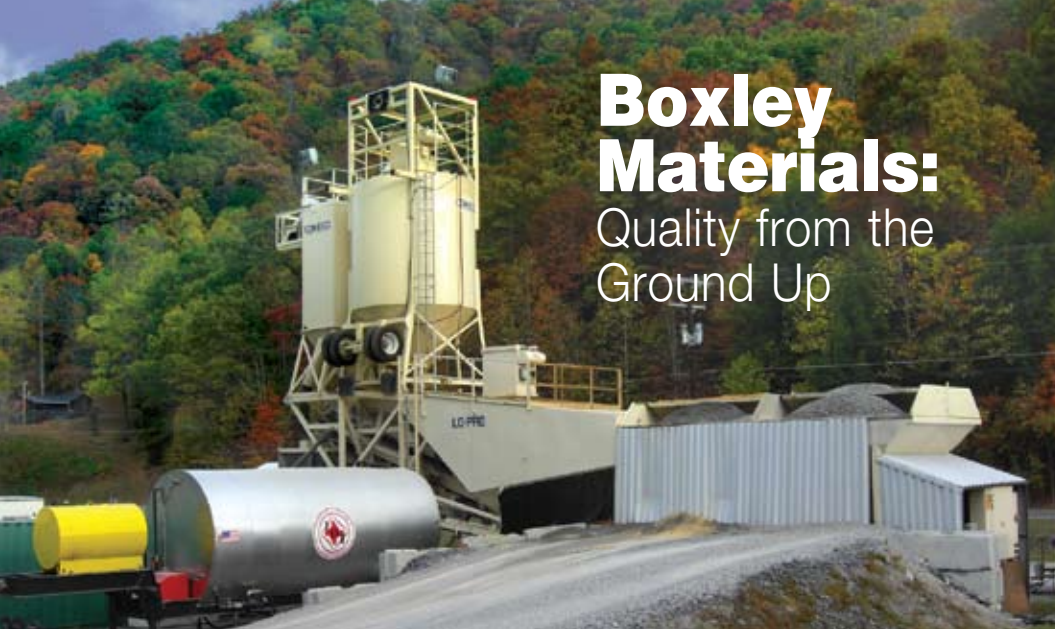
Why did I find this disturbing? Because the same person who obviously searched out our company on the Internet did not think that others might do the same when looking for his company! I then went a bit further by asking Becky, our customer relations manager, to see how many of the contacts in our database had a published Web site. In our 13-state territory from West Virginia to Maine are over 2,700 names and 1,400 companies that include almost every ready mix producer as well as products and pre-cast operators. Our best guess is that only 35 percent have some type of Web presence.

This is amazing. The Web is the most overlooked source of advertising in this industry. For some reason many of us think that the Web is for eBay, Amazon or online dating.

I can't imagine not being accessible to over 60% of my potential customer base. Studies show that for years now, the (paper) yellow pages have lost significant market share when it comes to phone number lookup. The yellow pages are dead. The consumer's first preference is the Internet.

Many companies and retail stores have created online versions of their brick and mortar businesses. Ready mix producers and precasters should be no different. Even if customers don't buy online, many use the online store for gathering product information before buying in the real world. Many savvy producers and precasters are already exploiting this behavior in their overall marketing strategies.

continued on page 9



Boxley Materials: Quality from the Ground Up

Boxley's new CON-E-CO Lo-Pro 427 in Wyoming County is a self-erecting mobile plant with 427-bbl in-truss cement bin. Perfect for areas where height is a concern, it's one of the lowest-profile plants on the market.

continued from page 1

Tackling the Block Business

In 1997 Boxley moved into masonry by acquiring Virginia Dunbrick/Lynchburg Block, and over the next six years learned that side of the concrete business as segmental retaining walls and concrete landscape products began to take off. With another acquisition in 2003, company executives dubbed the result Boxley Block and separated it from the ready mix business. In 2006, Boxley opened its new state of the art block manufacturing plant and a block, brick and hardscape center on 22 acres in Lynchburg, Va.

Ready Mix Growth

Producing nearly a quarter-million yards per year from eight locations, Boxley's ready mix business operates a variety of dry batch plants, the latest of which is a CON-E-CO Lo-Pro 427 mobile plant in Wyoming County. "We opened this plant in April of 2007, and it's been working very well," says Bullock. "We're very pleased with it."

Operations Manager K.D. Ramsey has put up two McNeilus plants since 1999 and wanted to keep the long-term relationship going (CON-E-CO absorbed the McNeilus plant line in 2004; both are now owned by Oshkosh Corp.)

"We'd always entertained the idea of a mobile plant," Ramsey says. "Wyoming County was an opportunity to put in a mobile plant that could start up quickly and be turned into something more permanent." The 427 produces concrete for several projects, including the McDowell County Prison proj-

ect, two schools, and mine reclamation.

At the same location, a trailer-mount Infern-O-Therm 7,500-gallon water tank with a 500 gallon #2 fuel oil tank takes care of heating process water for the 427. That unit's successful performance led to orders for two others, both skid mounted and with chillers, for the Blue Ridge and Martinsville plants. "The chillers get us away from manually handling ice," notes Ramsey. "They cut out labor, which makes us more efficient and improves safety."

The Fleet: Mostly McNeilus

To move nearly 250,000 yards of ready mix each year, Boxley operates a fleet of mixers in Virginia and West Virginia. "We're running mostly McNeilus and a few Continental mixers—rear discharge—63 in all," says Bullock. "Plus, we have ten tractors that pull cement tankers and dump trailers to deliver raw materials internally."

With an average age of seven years, the fleet is kept in top condition at four maintenance shops. "We do all preventive maintenance such as brake jobs and oil changes," says Ramsey. "At some of our locations, we also change drums and do paint work."

Success Sharing Program

Boxley's workforce numbers about 400, of which approximately 100 work in ready mix concrete. Their performance is influenced by a program called success sharing, with targets based on safety, productivity (yards per man hour) and other criteria.

A large training room at the corporate

support center in Blue Ridge is used for safety and leadership development, management meetings and customer seminars. "We have seminars for architects, engineers, designers, general contractors," says Bullock. "Recent seminars have been on pervious concrete, proper use of fibers and admixtures, and cold weather concrete, among other things."

QA and Environmental Compliance

Quality assurance is handled by a director of technical services with a staff of four technicians. "We do on-site testing for every pour that's over 100 yards, says Bullock, "or we'll send a technician at the request of our customer." Custom mixes include synthetic and steel fibers and admixtures for rapid setting.

Environmental sensitivity is on the rise, and Boxley has kept pace. "We have concrete washout containment, settling ponds, and pH control systems to treat the process water before it leaves the property," Bullock says. "At Princeton and Bluefield, we have reclaimers. And we have an in-house engineer who routinely does environmental inspections to keep us in compliance with the DEQ."

The Wyoming site is where the company is testing a new non-chemical pH treatment unit made by Fortrans. "So far it's done great," says Ramsey. "It uses CO₂ to treat water, which is much safer than sulfuric acid."

Asked to discuss a couple of interesting jobs, Bullock says, "For the last three or four years we've been doing repairs on the West Virginia Turnpike." Using an approved mix designed in house, the company goes in and pours a section, and the concrete cures to 2000 PSI within five hours, allowing traffic back onto the repaired lane within a very short time.

The other job is a slip-form silo pour for Mennel Milling in Roanoke. "It was a continuous 14-day pour," Bullock notes, "at the rate of 25 yards per hour. When it first started out there was a lot of excitement with the drivers, but toward the end, they were ready to see it finished."

As the Boxley slogan says: "On time. In Spec. It's the Boxley way." Then get some sleep. ■ — Ken Stadden

continued from page 3

were built by standardizing the design of major subassemblies. "Our mass production design took aim at the heart of the market. Our research showed that more than three quarters of the plants sold every year could be built using the Batchmaster 12 specifications," says Horton.

And as with the Model T, standardization meant interchangeability. "For example, the Batchmaster 12 has had one aggregate batcher in its lifetime," Horton says. "Since the agg batcher's dimensions are unchanged right up through the latest CON-E-CO Batchmasters, Horton says he could "take a new aggregate batcher and hang it on any one of the 1,000 plants currently in service."

By standardizing the major subassemblies of what had previously been a custom-built product, Horton and McNeilus catered directly to producers hungry for a relatively simple, easily configurable plant that would do the work of a custom plant but at a lower cost.

CON-E-CO Makes a Good Thing Better

In 2004, with Oshkosh having bought both McNeilus and CON-E-CO, all batch plants came under CON-E-CO as McNeilus returned to its primary focus, ready-mix trucks. CON-E-CO's engineers knew the Batchmaster to be a great basic design, and commenced a full engineering review to enhance performance and reliability. Today's CON-E-CO Batchmaster has evolved to take advantage of the latest technologies available.

"Some previous options have become standards, such as the platform between the agg batcher and the cement silo," says Don Hansen, engineering manager at CON-E-CO. "The skirting at the agg batcher gates was changed from bolt-on to clamped, same as on CON-E-CO's Lo-Pro batcher conveyor. But the area where we have made the greatest enhancement is in the new Batchmaster Long version just introduced in 2008. It has a much lower charging height than previous models."

In addition, all CON-E-CO Batchmasters have the following:

- Hot-dipped galvanized ladders and cages (standard on all CON-E-CO plants since 1998).
- Upgraded UL-approved electrical panels with Square D brand electrical components, housed in a NEMA 12 heavy duty enclosure.
- Individual solenoid control valves now located near aggregate and cement sections for more precise material flow control.
- The hang-on radial track aggregate charging conveyor is now available on the Batchmaster line. No drive wheels on the ground for the conveyor.
- It is possible to locate the mixer truck dust collector on the plant between the aggregate bin and cement silo for more compact installation.
- Plant now comes standard with CON-E-CO-manufactured silo dust collection systems.
- Split double-wall silos now available.
- Individual plant erection drawing and layout are completed for each order. (Old method was one manual for all configurations.)
- A new model, the Batchmaster BL, has been introduced in 2008 with increased truck charging height and reduced aggregate bin height.

With a theoretical capacity of up to 200 cubic yards per hour, the Batchmaster hits the sweet spot for most producers, and will be making mud well into the twenty-first century. Perhaps one day magnetic-levitation hoppers, anti-gravity silos and solar-powered batch controls will be incorporated into the tried-and-true Batchmaster design. Meanwhile, there's one thing we can predict with confidence: when a better Batchmaster is built, CON-E-CO will build it. ■

continued from page 1

product innovation that will enhance their sustainability efforts; regulatory agents are requiring change; the community around you wants to know what you are doing to be a good corporate neighbor, and studies show that even the next generation of employees will be looking to a company's green-ness as a key factor in selecting an employer.

If you haven't started a formal CSR or environmental program, it's time to start. Check with concrete industry trade associations for training and guidelines to set environmental policies. And look at these four areas:

Innovate. First and foremost, learn about LEED guidelines and other green initiatives. Think ahead of your competitors. What is the market demanding and how can you be first with a new idea?

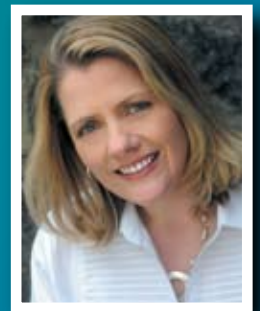
Look at efficiency. In addition to reducing energy use and recycling process water and aggregates during concrete production, make sure you are recycling in the office. Use energy efficient light bulbs, adjust thermostats, and work toward more paperless workflow.

Offer incentives. Whether these are for innovations in production or ideas to help the community, let your employees come up with ideas for you. Offer carpool incentives, sponsor green events that they can be part of, set internal goals and celebrate when they are met.

Communicate. Talk about it. Let the community know what you are doing. Sponsor local events. Write press releases about reducing pollution in your plant. Create a brief environmental and social responsibility report.

Keep in mind, it's very important to have carefully worded, authentic messaging in any press release or communication piece you create. Tell the truth about your efforts. Don't be reluctant to admit that you have work to do. Focus on what you are going to do differently to improve, and then be sure to do it.

Focusing on green efforts and creating trust between you and your employees, customers and community will be invaluable to your company for years to come.



Wendy Baird is president and co-owner of *Insight 180* (www.insight180.com), a brand consulting and design firm that helps companies differentiate and specializes in CSR and green marketing.

The point here is not to tell you how many trucks you need, but to suggest how to use your trucks more efficiently so you'll need fewer. Here is what you should see happening:

- Mixer water tanks are full prior to staging for load (this is important).
- Horn blows to signal that truck is loaded. Driver ramps down throttle and pulls out.
- Next mixer in line is ready to pull under the plant as soon as the loaded mixer pulls out.
- Figure an average of 45 seconds to get the next mixer under the plant and ready to load. (This number will vary depending on whether your plant is a drive-through or back-in.
- Driver pulls truck into position under boot, applies air brakes, ramps throttle up for load.
- Driver makes sure that truck barrel is turning at minimum drum loading speed of 16 RPM to improve loading speed, reduce fin packing, and reduce cement dust.
- Driver stays in his truck until he pulls out from under the plant.
- Driver moves mixer truck to wash/mix station.
- Mixer truck leaves yard and proceeds to the job site.

What else can you do to make sure truck staging goes smoothly? (1) Use an outdoor digital scoreboard that indicates the sequence of trucks to be loaded. Trucks are staged efficiently and radio chatter in the yard is reduced. (2) Install a ticket delivery system right at the truck loading point to keep the driver with the unit, saving time and labor.

The other side of the coin is, will that plant be sized correctly so that it's not the bottleneck? A plant that produces 150 yards per hour comfortably may be required to do 225-yard bursts on occasion.

Watching a well-run batching operation in the morning is a fantastic sight to see. If you're currently averaging five minutes per load and would like to get down to four or less, these tips should help.

Also, call your local concrete equipment dealer for advice on your operation. He'll be happy to meet with you and help you figure out the right plant, conveyors, material handling system, water supply, automation, etc.

If you happen to call me, I'll even throw in some advice about trucks. ■

CONEXPO-CON/AGG 2008



CON-E-CO dealers and staff conducted business and answered questions in the shade of a Lo-Pro 427 batch plant.



CON-E-CO HRM on display near the plant stirred the curiosity of many a showgoer.

Can you find the CON-E-CO plant in this picture? It's on the right side, just to the left of the orange balloon. The 427 Lo-Pro was posed ready to discharge into an Oshkosh mixer truck.

Las Vegas Convention Center, March 11–15—Billed as the largest trade show by any industry in North America, CONEXPO-CON/AGG was 21 percent larger than the last show in 2005, with more than two and a quarter million square feet of exhibits. International visitors comprised over 19 percent of the total attendance, a number boosted by the U.S. Department of Commerce, which organized more than 60 international customer delegations.

Your faithful Mid Atlantic team was there among the 145,000 attendees, and while we spent most of our time near the CON-E-CO Lo-Pro 427 batch plant, we did get around to see some of the overwhelming collection of equipment.



A freindly discussion in front of a CON-E-CO HRM-12 is reflected in the hubcap of an Oshkosh truck.



This seven-axle Oshkosh S-Series is a high-tech showcase with obstacle detection, rollover protection, composite drum, poly hopper and poly water tank.



Abbot-Downing Concord Coach, built around 1870, was high-tech for its day with leather-sling suspension and bigger wheels than a rapper's Escalade.

How to Build It

Putting up a Web site is relatively easy and can be done in-house or through one of literally thousands of Web site developers. If you're not on the Web, you may be able to find someone on staff who has built his or her own site. Or better yet, hire an experienced Web site developer—they're at work in every city, town, and burg.

Once your site is up and running, you have now created a 24-hour-a-day, 7-day-a-week, 365-day-a-year billboard for the entire world to see. Current estimates put the number of Internet users at over one billion. Oh, did I mention that once that Web site is up it's almost free? Internet host providers and registrars like www.godaddy.com, www.1and1.com or www.networksolutions.com can register your domain name and host your site for pennies a day, truly a bargain compared to any other form of advertising. These sites all provide tremendous resources for you to get started.

What to Put Up

What can a potential customer learn about your company when visiting your site? Information like hours of operation, customer testimonials, number of locations of your company, years in business, customer lists, types of trucks, number of employees, contact information, and product information will help them make a decision to purchase goods or services from you.

Everyone loves to look at pictures. Show pictures of your customers' projects, your facilities and your customer-facing staff. Co-promoting your customer's business is good for both of you. They'll appreciate your support and it will strengthen your image in the industry.

Further, with a little effort and time spent searching, you can discover interesting articles to link to. For example, putting a link on your site to the news page on our company's site, maconcrete.com, would give your visitors access to news with no ongoing effort on your part. That's what we did—we have a lot of information on our site but we know we're just a tiny piece of the world, so we dedicated one of our pages to linking to seven NRMCA sites, providing a goldmine of information to our visitors: <http://maconcrete.com/mace/affiliations/nrmca.asp>.

Visitors expect fresh info and plenty of it, so don't skimp.



Our links to seven NRMCA sites offer visitors a wealth of information.

Having a Web site is important; having a Web site that provides useful or interesting info is even more important.

Stale Content = Cobwebs

OK, so your company got on the bandwagon and put up a Web site years ago, therefore this column wasn't written for you, right? Think again. When was the last time you bothered to update it? A well-done Web site adds credibility to a brick and mortar business. The opposite is true as well. Outdated pages, "under construction" pages and bad links give the visitor the impression that you aren't on top of your game.

The point here is that (1) if you don't have a Web site, make it a priority. The longest journey begins with the first step. I can assure you that you are losing business to your competition if you're not there.

And (2), if you have a Web site, make a commitment to keeping it fresh by dedicating a specific amount of time to its maintenance each month. That alone will help you stand out among your competitors.

If you have any questions or comments, please drop me an email at oblevins@maconcrete.com or give me a call at 888-378-6212. You can of course always find us online at www.maconcrete.com. ■

EQUIPMENT FOR SALE



1991 CON-E-CO Lo-Pro 12CM Central or Transit Mix HP

- 151 yd (200 ton) 4 compartment aggregate bin (bin and feed gates recently new)
- Turnhead
- Oversized agg batcher
- 36" mixer charging conveyor
- Cement I - 615 bbl
- Cement II - 400 bbl
- 12 yd cement batcher
- 460 volt
- 2 aggregate feed conveyors
- 30" x 126' x 30 HP, 2 turnheads
- 12 yd McNeilus tilt mixer (barrel-and cradle new in 2001).

Contact Sales at **888-378-6221** or sales@maconcrete.com



1994 CON-E-CO Lo-Pro 10 HP Batch Plant

- 151 yd (200 ton) 4 compartment agg bin
- Turnhead
- 10 yd agg batcher
- 36" agg batch discharge conveyor
- Cement I - 715 bbl max, Cement II - 475 bbl max
- Water holding tank
- Dual voltage 460v or 230v
- Agg bin charging conveyor
- 30" x 126' x 30 HP
- 12 x 12 hopper
- Walkway with emergency stop.

Contact Sales at **888-378-6221** or sales@maconcrete.com



Stephens Thoroughbred

- 70 yard (95 ton) 3 compartment aggregate bin (recently re-lined)
- 10 yard agg batcher
- Cement I -374 bbl
- 3" water meter with water holding hopper
- 460 volt

- C&W reverse air central dust collector with autorecycle
- Drive through dust shroud
- Radial stacker with ground-mounted hopper

Contact Sales at **888-378-6221** or sales@maconcrete.com



10 Mack Rear-Discharge Mixer Trucks

- Model years from 1997 to 2000
- 50% rubber or better
- 10.5- yard CBMW mixers
- Miles from 143,300 to 236,000
- Engine hours from 13,850 to 20,591
- 300-hp Mack engines
- T2080 8-speed transmissions
- Engine brakes
- 200 gallon water tanks
- 217" wheelbase
- 6.34 axle ratio
- Spoke wheels
- 200 gallon water tanks

Contact Ron Sutton at county@maconcrete.com or **973-584-7122**



NEW 2005 CON-E-CO Batchmaster 12 – complete

- 135 Ton 4 compartment in-line aggregate bin
- ¼" AR liners on sloped sides of bin and aggregate batcher
- 36" x 30 HP mixer charging conveyor
- Telescopic boot
- 1000 bbl 2 compartment silo, split 60%/40%
- 2 fill pipes per compartment
- Anti-overfill system
- 15 HP air compressor
- Weighed water
- Water batcher surge tank
- 460 volt wiring
- 30' x 90' Radial Stacker with walkway
- Hinged conveyor cover
- Remote radio control
- 12' x 12' loader hopper with electric vibrator
- PJ-980 Mixer Dust Collector with:
 - Drive-through shroud
 - Manual Recycle

Contact Joe Chaya at pocono@maconcrete.com
or **570-656-2074**.

Have used equipment to sell?

If you have used equipment you'd like to list in a future issue of *Concrete Answers*, contact Ken at forsale@maconcrete.com or 888-378-6241.

**All Equipment on this page
In Stock for Immediate Delivery!**

Concrete Runs in Our VeinsSM



Jadair REDI-WASH concrete truck washout system RW 162E

- New in box, never used
- 3 washout positions
- 28 truck capacity
- Single deck vibrating machine
- Push-button trigger wash water valves
- AR plate reclaimer stage
- 25 foot aggregate stacking belt

Contact Sales at **888-378-6221**
or sales@maconcrete.com

Water Holding Tanks

- All 5 tanks are in Dover, Delaware area
- (1) Non-insulated (*top*)
 - 10,000 gallons
 - size 96" x 321"
- (1) Non-insulated (*center*)
 - 5,000 gallons
 - size 96" x 160"
- (3) Insulated (*below*)
 - 6,500 gallons each
 - size 96" x 208"

Contact Sales at
888-378-6221 or
sales@maconcrete.com



MID ATLANTIC CONCRETE EQUIPMENT ANSWERSSM

SPRING 2008



Mid Atlantic Concrete Equipment, Inc.
4 Pewter Drive
Lititz PA 17543



Want your own copy of this publication?
Call Marybeth at **888-378-6223**.
Visit us at http://maconcrete.com/contact_us.asp
for more free resources.

Partners

Stationary & Portable Batch Equipment

Mid Atlantic Concrete Equipment is the region's authorized dealer for **CON-E-CO**, an **Oshkosh Corporation Company**, providing quality portable and stationary batch plants since 1957.

McNeilus brand batch plants.
Merts Inc. Customized batch plants for the precast and products industries.
SICOMA Continuous mixers, turbine mixers, planetary mixers and twin-shaft mixers.

Automation & Observation Systems

Control Solutions Batch control automation and reporting systems.
Bosch State-of-the-art observation and security camera systems.
BR Industries Fill systems, water meters and freeze protection valves for concrete plants and trucks.
Eagle Pneumatic Tube delivery ticket transfer systems.
Hydronix Microwave moisture measurement.
Monitor Technologies Material level monitoring systems.
Command Alkon Batching, dispatching, mobile signaling, quality control, mix design and accounting products (*available only with purchase of new CON-E-CO plant*).

Concrete Reclaim Systems

BIBKO 100% concrete recycling and water reclamation systems for ready mix and precast concrete producers.



Bulk Handling

Cyclonaire Custom engineered systems for pneumatic conveying applications.
Rhino Hyde Tandem Products offers Rhino Hyde polyurethane liners, and now super-wearing Ceratflex.
Trans-Flo Corporation Pneumatic bulk transfer systems and tanker unloaders.
WAM Inc. Equipment for bulk material handling, dust filtration, solids/liquid separation, and mixing & vibration technology.

Water Heating & Cooling

Infern-O-Therm Reliable, energy-efficient hot water storage systems and chillers.
Ludell Direct-fired instantaneous hot water heaters, and waste water heat recovery.

Aggregate Heating

Kraft Energy Aggregate heating systems.

Design/Build

Horst Construction Industrial and commercial construction solutions in the Northeast for over a century.

Leasing

One Source Capital Financing of industrial machinery and construction equipment.

Consulting

Resource Management Associates Environmental and operational consulting services.
Saint Consulting Experts in winning zoning and land-use battles.



Inside Spring

Boxley Materials
Quality from the Ground Up



1

Guest Column
Green in the Concrete World
by Wendy Baird



1

President's Letter
Have We Got an Environmental Consultant for You



2

CON-E-CO's Batchmaster
Portable, Practical, Proven



3

DeFrankly Speaking
Ready Mix Trucks and Their Effect on Plant Performance



4

Product Spotlight
Hydronix, Infern-O-Therm, Buckeye, Sicoma



4

Marketing Mix
Selling Concrete on the Internet



5

ConExpo-Con/Agg Review
A Look at the Biggest Industry Event of 2008



8

Equipment for Sale
Get Great Deals Before They're Gone



10